



State of Utah
JON M. HUNTSMAN, JR.
Governor

GARY R. HERBERT
Lieutenant Governor

Governor's Office of Economic Development

RICHARD J. BRADFORD
Director

MARTIN M. FREY
Economic Development Managing Director

LEIGH VON DER ESCH
Tourism Managing Director

NEWS RELEASE
July 18, 2005
Contact: Tracie Cayford, (801) 538-8777

Utah Governor Hosts Meeting with Local Economic Developers

Salt Lake City - Utah Governor Jon M. Huntsman, Jr., Lieutenant Governor Gary Herbert, and members of the governor's economic development team are reaching out to local economic development leaders around the state to form a partnership. The governor hosted an Economic Summit in downtown Salt Lake City on Friday that was attended by an invited list of state legislators, mayors, county commissioners, and economic development officials. The meeting was a follow-up to a June gathering in Park City with a group of CEOs from Utah's fastest growing companies.

"We really do need to identify and grow our remarkable strengths that I believe are unique to Utah," said Governor Huntsman speaking to a group of several hundred government and business leaders at the Hilton Hotel.

The state's economic plan includes tax reform, regulatory simplification, and economic development initiatives.

The economic development initiatives are:

- Align education and economic development
- Develop Utah's clusters
- Create new companies
- Grow existing companies
- Recruit companies
- Align Utah's energy policy
- Increase tourism

"Economic Development is a team sport," said Lieutenant Governor Herbert who explained the acronym TEAM stands for Together Everyone Achieves More. "We welcome your ideas and partnership."

"State government's role is to create a more competitive business environment for Utah companies to be successful," said Martin Frey, managing director of economic development for the new Governor's Office of Economic Development, who oversees the state's cluster initiative.

The clusters include:

- Life sciences
- Software development and IT
- Aerospace
- Defense and homeland security
- Financial services
- Energy and natural resources
- Competitive accelerators

"In life sciences, our genetic capability is second to none," said Frey. "We're going to make Utah the composite aircraft capital of the United States."

Leigh von der Esch, managing director of tourism for the Governor's Office of Economic Development, will supervise the state's new branding efforts. The state will spend \$14 million in advertising over the next two years. An advertising agency will be chosen by the end of the month to help promote Utah and attract increased visitation to the state.

"Obviously this is a tremendous amount of money," said von der Esch. "It's about thinking smart and who we are going to bring in."

Staff from the Office of Tourism will travel around the state during the month of August for what von der Esch described as a "listening tour." "We look forward to working with you to brand the state."

#